

STUDIO:

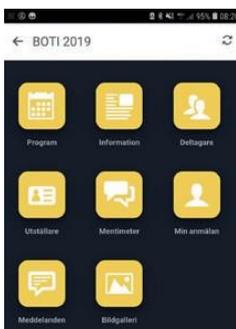
BOTI 2019

EN
TALKSHOW OM
TEKNIKINFORMATION

A talk show on technical information

A conference on technical information has been organised for the tenth time. This is the sixth year that the Swedish Industry Organization for Technical Information (BOTI) has been the organiser. The conference was aimed at anyone who works in, or is interested in, the technical information industry. In addition to lectures, the conference offered a trade fair with companies in the technical information industry as well as opportunities to share experiences with others within the industry. This year the presentation was somewhat different, that is to say, in the form of a talk show led by Rickard Olsson.

This is probably starting to sound familiar to TIFF readers with a good memory because we have reported before from this conference, in TIFF nos. 1/2019, 1/2018,



Several things were new besides the presentation – this year there was also an app that we used to take part in the programme, see who the participants were and of course also fill in some questions, via Mentimeter now and then.



Rickard Olsson was superb in his role as host and moderator. He mixed interesting and relevant questions to the speakers and the debate participants with “one-liners” from his many years in TV and broadcasted media.

4/2017, 4/2016, 4/2015, 4/2014, 4/2013 and 4/2012. To read more about BOTI please also see BOTI's website and TIFF no. 2/2015 (page 31).

The Conference

On 16 - 17 October 2019, approximately 180 people interested in technical information, government representatives and about 10 exhibitors gathered together for a conference in central Stockholm. The conference now seems to have achieved a steady number of participants, because the number of participants was the same as the year before. This year, however, we had the pleasure of a slightly brighter and nicer conference venue than previous years. As usual, we had two exciting days of rewarding lectures and pleasant meetings.

Introduction

This year's large conference on technical information in Sweden was conducted as a programme series of talk shows in



Some of the 180 conference participants..

Do you know what the most common lie is?
"It's great to see you!"

Quote master Rickard Olsson as soon as he entered the stage on the first day of the conference.

six parts, led by professional Rickard Olsson with technical information guru Ken Olausson as expert commentator. The conference was divided into six parts and spread over two days within different areas, with a mix of longer presentations, interviews and panel discussions on the stage, as well as recorded reports and interviews. This was mixed with advertising from exhibitors, discussions in smaller groups, lunch talks, networking and of course exhibitions from companies in the industry.



Ken Olausson (Sigma Technology) served as expert commentator during this year's conference. His summary of the first day was; The future is here. Standards are important.



Some of the meeting participants discuss technical information issues in connection with some of the conference exhibitors.

This year also, a number of questionnaires (in conjunction with the beginning or end of each lecture) were carried out live where the results of the voting were shown in real time as we clicked in our answers. First, you had to download a specific mobile app for this, which contained, among other things, a component "Mentimeter" (same feature as in two previous BOTI conferences).

Notes from some of the lectures
Since many of the presenters' presentations are available on the BOTI website, most of the information is available there (<https://boti.se/konferens/>).

- The following presentations are available to everyone:
- Part 1: Mats Hermansson – BOTI
 - Part 1: Karin Nilsson – Axis
 - Part 1: Lars-Göran Nilsson and Jenny Olsson – Tetra Pak
 - Part 2: Dawn Stevens – CIDM, The evolution of an industry
 - Part 3: Michael Fritz – CIDM, IoT and Technical Communication
 - Part 3: Ben Afia, Tone of voice: <https://vimeo.com/367958341>
 - Part 3: Karin Dellby – Språkkonsulterna, Informellt spark
 - Part 4: Sten von Troil – Transperfect, Smart translation management
 - Part 4: Wouter Maagdenberg – TXTOMedia, How to create How-to-videos while saving money



BOTI chairman Mats Hermansson (Saab AB).

- Part 4: Carl Carlheim-Gyllensköld – Peltarion, Sales + technical information = \$\$\$\$\$
- Part 5: Åsa Björndahl – Accenture, Journey to Cloud
- Part 5: Anna-Karin Hulth – Sigma, Automatically generated documentation
- Part 5: Dominic Mcaleenan – Ericsson, CMS and beyond

Here are supplements and various pictures for the various lectures and panel discussions.

Then we had – industry experiences

We began by meeting Mats Hermansson, chairman of BOTI, who welcomed us all to the conference. We found out that there are currently 33 companies (because companies must be members and not individuals, those who want to become members, please contact the board). who are members of BOTI. Mats' three key phrases for BOTI are:

- Good technical information creates added value and contributes to efficient use of products.
- BOTI wants to develop technical information in Sweden by creating meeting places, networks, informing and further education.
- We achieve this through marketing of the industry, the conference, webinars, business intelligence, the website, opinion formation, the impact of training, etc.

We also got to meet three Swedish companies who talked about their good examples and experience in technical information, something that was also very popular in previous conferences.

>>>

We learn from mistakes!

Rickard Olsson when he introduced the first speaker in this block.

Technical information and autonomous vehicles

Pontus Åström reported his and Scania's experiences from his industry. Pontus believes that we are now in the midst of a very big technological change. Examples of the questions he asked are whether an autonomous vehicle is a truck or a tram? Where do I put the driver's manual when there isn't even a driver's cab? Is it a new reality or just new roles? Now a driver has several different roles (driver – technician – supervisor). Batteries have a five-year life span – then they can't even be used as spare parts. The software has a life span like a sprint, i.e. 2-3 weeks!

From PDFs to web publishing – Axis' journey to web publishing



Karin Nilsson

Karin Nilsson from Axis Communication ("connecting gadgets (e.g. video cameras, sound and entries) to networks"). They had a dream, a world without PDFs! The summary of their experiences is:

- The importance of PDFs, which they have not yet been able to get rid of since they are needed/required in certain industries and countries.
- Searching is difficult and very important.
- Maintenance of information is important. Web publications are more difficult than PDFs.

How many manuals do we manage?

Lars-Göran Nilsson and Jenny Olsson from Tetra Pak presented their experiences of managing 170,000 different manuals for more than 100,000 different units. They have changed from paper-based checklists for finding out what maintenance action is required, and have developed a mobile app for "all steps" for both preventative and supportive maintenance. They have gone from



Lars-Göran Nilsson



Jenny Olsson



Panel discussion – from the left Karin Nilsson, Lars-Göran Nilsson, Rickard Olsson, Jenny Olsson and Pontus Åström. During the discussion, the panel was of the opinion that trends that are catching on are AI, AR and VR. We are also going through a big technical change in the technical information industry.

"CAD models are an **Important factor. The Difficulty is automation of output to avoid the need for lots of different people to pick or handle the information in lots of different views, in order for it to be publishable.**"

Pontus Åström under paneldiskussionen att han inte tror på detta fullt ut just nu.

working with unstructured Frame-Maker to working with DITA "Topic-based".

How we do it – a global view A segment held in English as the speaker had another native language. We met leaders of some global industry organisations within technical information. They talked about trends in the industry and shared their views on why technical information is so important.

The Evolution of an Industry

Dawn Stevens, chairperson of CIDM based in the US, talked about her experiences from 31 years of development of how technical information is produced. We (technical communicators); do more, with less resources, faster, more efficiently, everything needs to be justified, do everything and with great focus. The pendulum swings between centralisation decentralisation. Nowadays, there is an agile development of documentation with deliverables at intervals of between 2-4 weeks. It's important for the attitude of "not invented here" to change

advise. Re-use will be (and is) a very large part of the information. Who are we writing for – man or machine? What type of user is it – an "old-fashioned person" (digital immigrant) or digital since birth? Which delivery media do we publish in?



Dawn Stevens

Some pointers for success according to Dawn:

- Be the best at communication and content.
- Pay attention to your target groups/customers.
- Be knowledgeable in your business area.
- Understand how content supports and drives your business.
- Create a strategy, communicate it and deliver according to it.
- Check often and correct if necessary.
- Keep up-to-date on new things – try, learn in small steps, share successes and mistakes.

Tekom

Michael Fritz, chairperson of Tekom based in Germany, talked about what Tekom has done and is doing. When machines talk to each other

The future is now.

Dawn Stevens, when she finished her talk, and urged us not to wait.

then metadata (= data about data or information about data) will become an even more important part of information production. Tekom is involved in the work in the production of iIRDS (The International Standard for Intelligent Information Request and Delivery, see www.iirds.org) which is an "open source" standard. The reasons, according to Michael Fritz, for using iIRDS are as follows;

- Adapted for Industry 4.0.
- Less in-house development because the information is open to everyone.
- Product information is adapted to work in IoT.
- Customer expectations are met because iIRDS enables "intelligent information".

"Smart" users want:



- The right information
- In the right place
- At the right time (just in time)
- On the instrument/in the place of their choosing
- Adapted to their need.

Mikael Fritz



Liselotte Shafiee

What is the difference between being a technical communicator in Sweden or abroad

Rickard interviewed Liselotte Shafiee (Sigma Technology) about the difference between being a technical communicator in Sweden or abroad.

That's how we talk - Not that tone of voice, thank you

We've heard about the importance of "Tone of voice", but what does this mean for technical information? In part 3 we saw a report from Ben Afia, an important influencer in this area. In addition, Karin Dellby from Språkkonsulterna talked about what



formal and informal language are and Rickard shared his opinion on how word choice can be important in broadcasting. Guests also discussed how

informal language can; 1. Keep to the shape. Follow templates, methods and standards. 2. Use language that is inclusive, free and uncomplicated.

Write in a way that is:

- Careful = follow the writing rules.
- Simple = easy to understand and decode.
- Comprehensible = adapted to the recipient.

Write for your readers (you have eight seconds to capture a reader's interest):

- Perspective: Answer the reader's questions.
- Structure: Order, headings, layout.
- Language: Sentences that are easy to decode, comprehensible words. Reading ability in Sweden (which is quite high in the world) according to studies that have been done; 40% of the adult population is below the level of reading and understanding a daily newspaper.

- Analyse the readers, their situation and knowledge.
- Adapt content, structure and language.
- Write more simply than you think you need to!

Put a pen in your mouth crosswise for five minutes! Then your brain

Rickard shared his opinion on how word choice can be important in broadcasting. Guests also discussed how informal language can be used in.

- Your readers always read poorly - and sometimes they read even worse.
- They don't want to read your text – they want to be able to perform their work.
- They like you better if you write more simply!

How we make money

– **smart business models** Några Some of the things the speakers were trying to answer were; Surely money can be made from technical information? We start with the subject of whether it is possible to charge specifically for our technical information.

We also investigate whether we can include advertising in technical information in the same way as in, e.g., apps. Can money be saved on more efficient tools and processes? How do we get everyone to write in the same way? As usual, we ended with a panel discussion where guests argued their views on these issues.

Smart business model for translation

Sten von Troil (Transperfect) speaker thinks about things to consider when producing information to be published in several languages. Everyone wants an F1 car, it should be fast, of good quality and cheap! It's hard to have all three at once.

It is in limitations that genius appears.

Johann Wolfgang von Goethe – apparently said this – if Rickard Olsson is to be believed.



Panel discussion – from the left Karin Nilsson, Karin Dellby, Dominic Macaleenan and Rickard Olsson.

The highest costs are caused by international sales missed out on. Inefficient processes for content management. Lack of overview of information.



Sten von Troil

By smart translations Sten means the following; Efficient project management. Control of translation memories and terminology. Neural machine translation, which reduces lead times and cost. Information security.

Important issues for translation requestors according to Sten von Troil:

- Raster publishing
- The manual becomes part of the product
- The manual becomes part of the marketing
- Text, image, video and apps
- Responsibility issues: consistency between user interface and manual

Automatic video production from text

Wouter Maagdenberg (TXTOme- dia) showed some figures; over 90% of people say they find new brands and products on YouTube. Over 50% of buyers say that online video has helped them decide which brand or product to buy.



Wouter Maagdenberg

Over 40% of purchasers in the world say they have purchased products they found on YouTube. With well-structured information, it is very easy for creating automatic video production from text, for which we also saw an example.

Sell ♥ Technical information \$\$\$\$\$

In his talk Carl Carlheim-Gyllensköld (Peltarion) told us about AI (which Carl defines as "Technology that enables computers to solve tasks that require cognitive intelligence"). AI is mathematics (linear algebra). There are two types of AI; General AI, which is very complicated, such as Figure CP30 from Star Wars. Slim AI, which is somewhat simpler (see also TIFF 1/2019 and 2/2019 and 3/2019). AI is generally difficult.



Summary of things to consider when it comes to AI:

- Adapt to needs; Support sales with what they need.



Panel discussion – from the left Carl Carlheim-Gyllensköld, Rickard Olsson and Sten von Troil.

Information is the gold of our time!



Carl Carlheim-Gyllensköld when he finished his talk on AI.

- Action – not words; Demos, tutorials and examples.
- Data driven; Create customers. Learn from customers.

How we work

– Technical possibilities

How do we make the best use of all the new technology and new systems? Accenture talked about the potential of cloud services. Sigma talked about how to automatically generate the content of documents. Scania talked about how to automatically generate publications. Ericsson talked about the requirements that big companies have in terms of a CMS for technical information.

Travel to the cloud with an agile mindset

According to Åsa Björndahl (Accenture) important success factors of every change are:

1. Include and engage managers in the transition to a new culture.
2. Trust and strengthen the working groups involved.
3. Lead and teach colleagues.
4. Continual cooperation.
5. Learn from what you do.
6. Focus on things that create value.
7. Automate and streamline.
8. Test early and often.
9. Customer focus.



Åsa Björndahl

Automatic generation of documentation

Anna-Karin Hulth (Sigma) shared her experiences from software development to Ericsson. To consider whether software documentation should be generated automatically:

- Produce information and source code stored in the same place. 1. Store the text with the code. 2. Convert to XML using scripting. 3. Generate software library.
- Works for reference information (such as alarm descriptions).
- As basic use information already in the code.
- A source – several applications



Anna-Karin Hulth

To configure the information as it is consumed

Pontus Åström (Scania) talked about for us, that Scania has been providing vehicle-specific information/documentation since 2003. In 2018 Scania built 80,000 trucks and none of them were exactly the same. Scania writes module-based information about the parts. These modules can then be "put together" into the type of documentation needed when consumed. Scania has realised that in their information model needs an intermediate level where they can specify variant versions (cf. applicability in TIFF 2/2019). If the information knows enough about itself then you can build



Pontus Åström

apps in a smart, good way, such as; When am I valid? Which product/equipment am I valid for? What am I?



Dominic Macaleenan shows something from his mobile phone via his microphone.

Intelligent content
Dominic Macaleenan (Ericsson) talked about how they manage their CMS (Content management system)

Previously, Ericsson made delivery twice a year - now it delivers updates on a daily basis. Ericsson's conclusions:

- PIMs or CMSs alone do not solve the power of content.
- A holistic information strategy with a robust architecture is a must (people, tools and information).
- Change is a hard job, be persistent.
- Have some tricks up your sleeve – you're going to need them.

So what happens next? Business intelligence and summary



Bengt Wahlström

In this final and slightly shorter section, an expert panel led by Rickard Olsson what we heard in the earlier parts and what it brings to our future. Bengt Wahlström always has wise thoughts that he shares; Industry 4.0 with machines talking to machines.

Ware good at "T" but the question is how about "I"?

Dominic Macaleenan thinking about the expression IT.



Sound we should trust sceptical people!

Bengt Wahlström on that it's good to be a little critical.

So where does the person fit into the picture? We will still play a role in information production. The direction of the journey is more important than the timetable.

Sustainability will be of increasing importance in information production. We will exchange from the production of gadgets to the production of services.



All speakers were given a Bingo lotto ticket by Rickard. Here is Liselotte Shafiee (Sigma Technology) a happy recipient.



All speakers received a BOTI T-shirt. Rickard was also given a T-shirt, but we don't think he wore it to Sunday's Bingo draw as he "promised". Here, talking to Johan Thornadtsson (Sigma Technology).

The future

For those who find this area exciting or interesting, there will be a BOTI conference next year as well (scheduled for 14-15 October, 2020) and the BOTI board invites interested people to participate in the planning group for next year's conference. Until then, we invited you to participate actively in e.g. BOTI's LinkedIn page and in BOTI's various working groups or why not attend a webinar organised by BOTI (see <https://boti.se/>) The intention is to have one webinar a month. For access to these, your company/organisation must be a member of BOTI.



Text and photo: Thomas Härdelin Saab AB.



BOTI's board, from the left Karin Reichard (Atlas Copco), Karl Bjelkesjö (Xylem), with Rikard Olsson in the middle, Johan Thornadtsson (Sigma Technology), Magnus Pärup (Etteplan) and Mats Hermansson (Saab AB).

Thoughts from participants

The same quick three questions as in previous years, for some conference participants:

- 1 Was there anything of particular interest during the conference?
- 2 What has this conference given you?
- 3 What are you taking away with you from this conference?



Lena Öresjö Väderstad AB
(Technical Author)

1. As we are currently changing our CMS structure, it was interesting to hear the thoughts of Liselotte Shaifiees, Sigma, and Pontus Åströms, Scania on the next steps. We are now in image 3 – Content 3.0 Components, in Liselott's image The Emergence of Content 4.0 for Industry 4.0, but maybe balancing on the edge of the next step soon nevertheless. Our parts are described individually but theoretically, so if we can also include the different systems it could benefit my work even more. The information that hopefully the Machine Directive will change was also good to hear, that there may be a choice between a printed or electronic book. Because that could shorten our lead times by a few weeks.
2. Hearing about different companies and how they solved different things and the challenges they face/faced. It's always fun to meet other technical communicators and network with people in the same industry.
3. Inspiration! I'm looking forward to our new challenges with be able to deliver technical information in a new way. That we actually have the opportunity to do something good with our new instructions and develop, if we only allow ourselves to create a good strategy beforehand.



What are you taking away with you from this conference?
 - According to one of the survey responses " A BOTI pen because it was really good!"



Anna Nordell FMV (Ingenjör ILS,
Marine material- Amfibie, Stöd och Bas)

1. The talk on orderliness in terminology was very interesting. Also excited about the future in how TI profession may change direction when more and more information can be automatically generated.
2. It gave an opportunity through talks and networking to look past the defence walls at what's happening in civilian industries outside our bubble.
3. What I'm taking away with me are reflections on how those of us in FMV, where much is bought as COTS, can meet an industry in rapid change. Terms such as Industry 4.0, cloud services and wireless communication between devices can feel remote in an industry that still handles information on DVDs, although some parts of FMV are more advanced than others.



Eva Lindelöf Saab AB
(Information Engineer)

1. That the role of technical communicator must be developed more quickly than I thought a few years ago. That new technology requires that what we produce is adapted to new roles and new media.
2. For me, this is one of the few occasions when I can meet colleagues outside of the office and share experiences. I get inspiration, new perspectives and the opportunity to discuss how we can develop the role of technical communicator.
3. One word that came up often was "Content", I'm taking that away with me. I'm going to bring this up for discussion in our team

Things often talked about during the conference

Both good and bad things were said about PDFs. Other things widely talked about were: Content, DITA, AI (Artificial intelligence), IoT (internet of things), Industry 4.0, Automation, Agile development and GDPR.

Technical service in focus – for the future

TIFF website: <http://tiff.mil.se>

